

FOR IMMEDIATE RELEASE

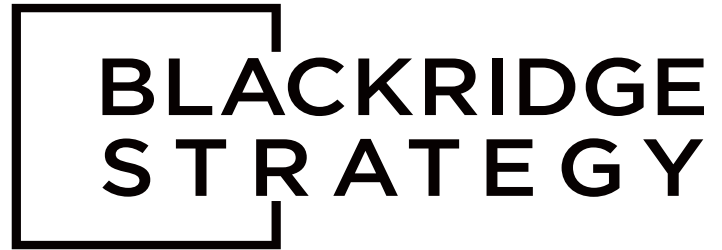
Blackridge Strategy

617 Wellington Street

London, ON N6A 3R6

226-448-9763

connect@blackridgestrategy.com



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**BLACKRIDGE STRATEGY RESPONDS TO FALSE ALLEGATIONS
BY THE MEDIA, POLITICIANS**

LONDON - Late last week allegations were made regarding Amir Farahi and Blackridge Strategy's involvement in the creation of two websites commenting on the actions of Ward 5 City Councillor Maureen Cassidy and former Ward 10 City Councillor Virginia Ridley that were published during the 2018 municipal campaign.

The media has willfully misrepresented the content of these websites as being slanderous and non-factual when the information presented on each website reflected verified, albeit harsh, facts.

Blackridge Strategy is a high-growth, highly effective public affairs firm that develops and executes winning campaign strategies for our clients. Success in our line of business can be disruptive, naturally creating critics and outright opponents. These opponents have leveraged interested and dishonest media relationships to act as judge, jury, and executioner by misrepresenting and sensationalizing the situation to attack us individually and harm the reputation of our firm.

Londoners deserve the facts to decide for themselves.

The entirety of the content presented on each website was factual, reflective of City Hall meeting minutes that are accessible to the public as well as verified, responsible reporting.



The following is an exhaustive list of the information communicated on each website:

On Ward 5 City Councillor Maureen Cassidy

- Had a sexual affair with Mayor Matt Brown violating three separate areas of the Council Code of Conduct;
- Voted in favour of Bus Rapid Transit;
- Voted to make London a 'Sanctuary City' safe haven for illegal migrants, and;
- Voted in favour of an emergency motion to restrict freedom of speech.

On Ward 10 City Councillor Virginia Ridley

- Filed thousands of dollars in blatantly inappropriate and unnecessary expenses on the taxpayer's dime, such as exorbitant fuel, parking, and home internet bills;
- Subjected her 7-year-old child to a marathon 9-hour budget session on a Saturday;
- Voted in favour of Bus Rapid Transit;
- Voted to make London a 'Sanctuary City' safe-haven for illegal immigrants, and;
- Voted in favour of an emergency motion to restrict freedom of speech.

While these websites may have resulted in hurt feelings, the information presented on each page accurately reflected choices Councillors Cassidy and Ridley made as elected officials.

The public has the right to hold politicians to a higher standard of responsibility, ethics, and integrity. The public also has the right to know about and actively critique the activities of their elected representatives—particularly when those activities are subject to investigation, compromise codes of conduct, and betray the public interest.

These websites shone a light on the questionable and downright poor and unethical decisions made by Councillors Cassidy and Ridley in discharging their duties as elected officials. The presentment of information on these websites can be debated on the basis of political correctness but most certainly does not constitute unlawful behaviour of any kind.

The same, however, cannot be said about the regrettable, unethical, and unlawful behaviour of the media in response to this matter.

Rest assured that we will be taking swift legal action to seek reputational damages against any and all individuals and organizations that have slandered our names and/or Blackridge Strategy.

We look forward to vigorously defending ourselves against these attacks and continuing to grow our business by delivering exceptional and unparalleled service to our clients.